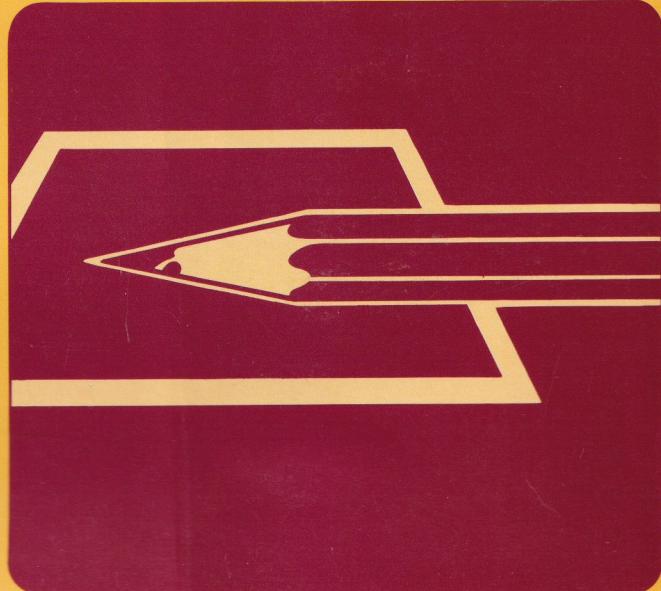
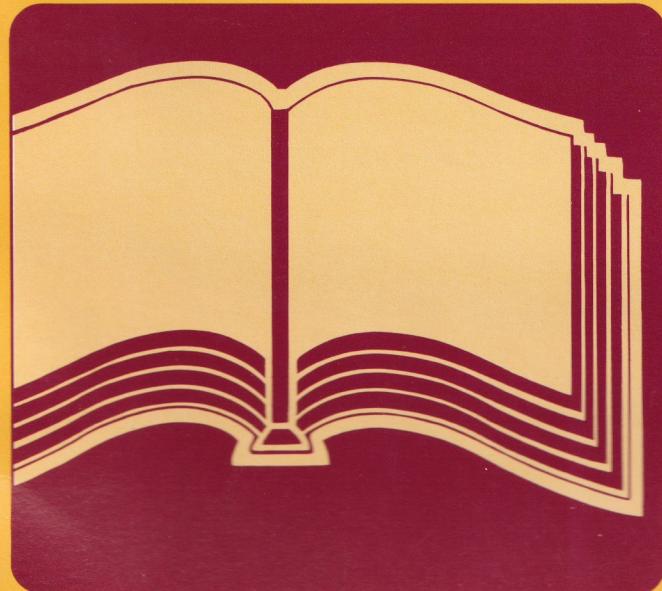


IBM®

**Electronic Typewriter 75
Product Training Workbook**

**Volume 1-16
Book 1**

**Begin Training with
this Book**



The IBM Electronic Typewriter 75 was the third IBM electronic typewriter to be announced. Its special features add to your ability to meet the needs of your customers.

This workbook will help you achieve the learning objectives on which your success with the Model 75 will be based. As you proceed through the training, you will be referred to the Hands-On Book, and Volume 1-15, a videocassette, as part of your training. Both volumes are located in the Training section of the Marketing Reference Library.

Information is presented in gradual steps, and you will be called upon to answer some review exercises as you go through the material. After you answer the questions, check your answers with the answer key. If you need to review any material before continuing to the next section, do so.

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IBM ELECTRONIC TYPEWRITER 75

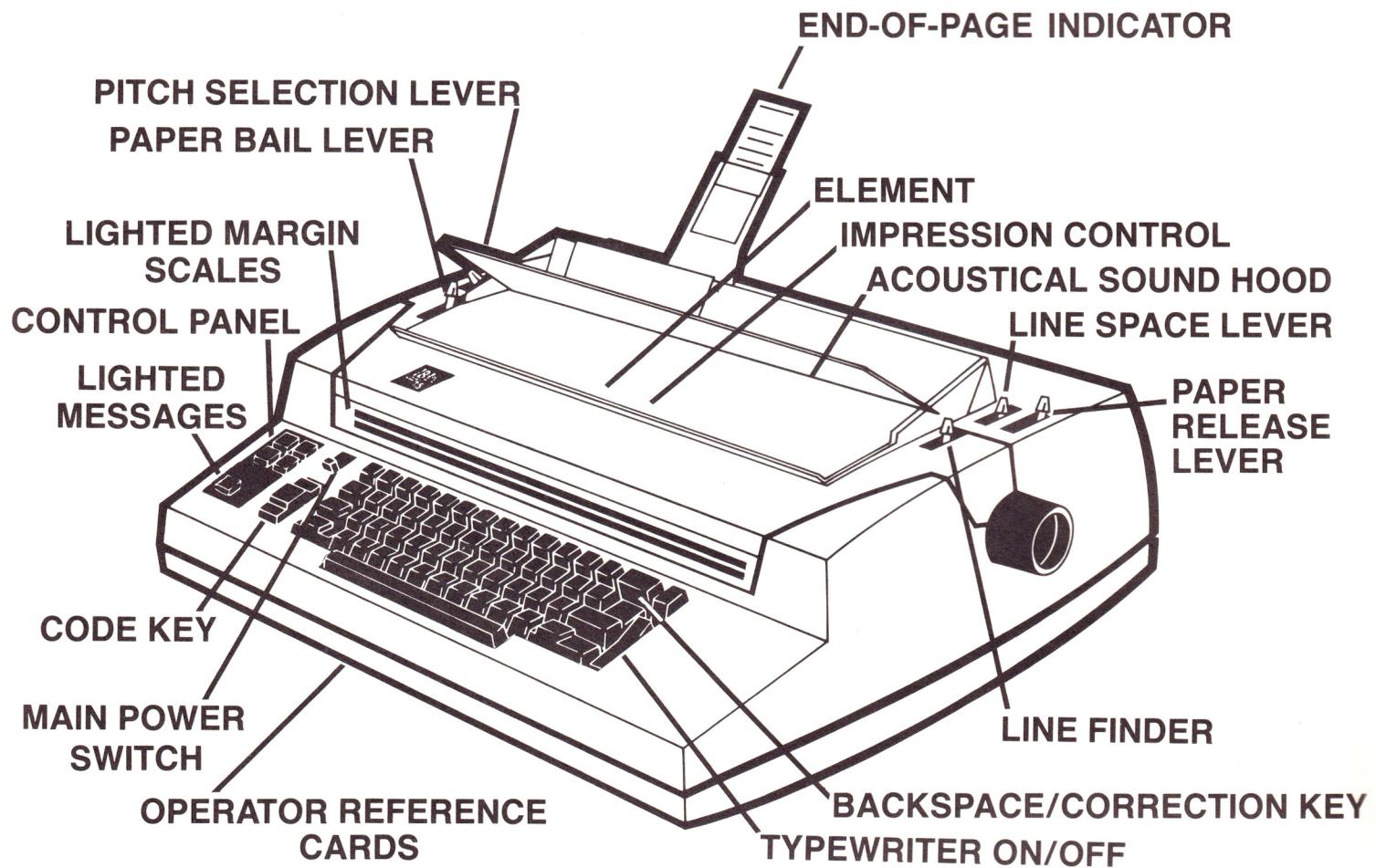
PRODUCT INTRODUCTION

1

OBJECTIVES

- From a list of features of the Model 50, 60, and 75, you will be able to identify those which are common to both typewriters.
- From a list of features of the IBM Electronic Typewriter 50, 60, and 75, you will be able to identify those which are unique to the Model 75.

The IBM electronic typewriters share many common features. This section reviews these common features and then summarizes the unique features that enable the Model 75 to meet additional customer requirements. After you have reviewed these features, you will be ready to complete the hands-on training which follows.





FOLD OUT — COMMON FEATURES

COMMON FEATURES

ACOUSTICAL SOUND HOOD

A nonglare Acoustical Sound Hood appreciably reduces machine noise.

Benefit: It provides a quieter working environment.

END-OF-PAGE INDICATOR

Provides a visual indication when desired page length is reached. In addition, it also serves as a paper guide and paper support.

Benefit: Facilitates a consistent bottom-of-page margin.

LINE SPACING

Seven ratchets are available (24, 27, 45, 46, 48, 51, 54). The 54-tooth ratchet is standard on the Model 75 and provides 1-, 1 1/2-, 2-, and 3-line vertical spacing. By using a 24- or 27-tooth ratchet, the typist can choose 1-, 2-, or 3-line spacing.

FORMAT STORAGE

Like the Model 60, a typist can electronically store up to four sets of margins and tabs for frequently-used job formats: two in 10-pitch and two in 12-pitch. Moving the Pitch Selection lever selects the desired format.

Differences From The Model 60

- A fifth group of margins and tabs is associated with the Column Layout function, called the Columns grid. Tab stops set during this function are stored in the columns grid and do not affect the formats stored in the 10- and 12-pitch positions.
- Up to 50 tab stops can be stored in the memory versus 40.

Benefit: Format storage minimizes set-up time.

CE DIAGNOSTICS

Provides a printout for the Customer Engineer to check the following printer exercises: rotate and tilt, velocity, escape-ments, margin alignment, carrier return, and upper case and lower case.

Benefit: Can aid Customer Engineering in identifying a machine malfunction by repeatedly playing out a series of characters from memory. By quickly identifying a machine malfunction, the service time can be reduced.

OPERATOR REFERENCE CARDS

Contain brief explanations on the operation of the electronic features.

Benefit: They provide a quick reference point to answer questions operators may have while typing a document.

KEYBOARD ARRANGEMENT

Uses the same 92-, 94-, or 96-character keyboards as the Model 50 and 60. (The 92-character keyboard is standard.)

Benefit: Provides added character flexibility over the conventional 88-character keyboard. In addition, all setup functions (margins and tabs) are located on the left-hand side of the keyboard. All format functions (centering, underscore, column layout, etc.) are located on the right-hand side of the keyboard. This simplifies training and is an advantage in operating the typewriter.

NONGLARE KEYBUTTONS

The keybuttons are 25 percent larger than the IBM Correcting "Selectric" Typewriter and have a nonglare surface.

TYPAMATIC KEYS

The standard repeat keys on the Model 75 include the "x," period, underscore/hyphen, index, carrier return, backspace/error correction, and space bar.

LINE MEMORY

Offers the ability to store up to 223 characters (versus 165 characters on the Model 60) as they are typed on one line. The line memory is cancelled by a carrier return.

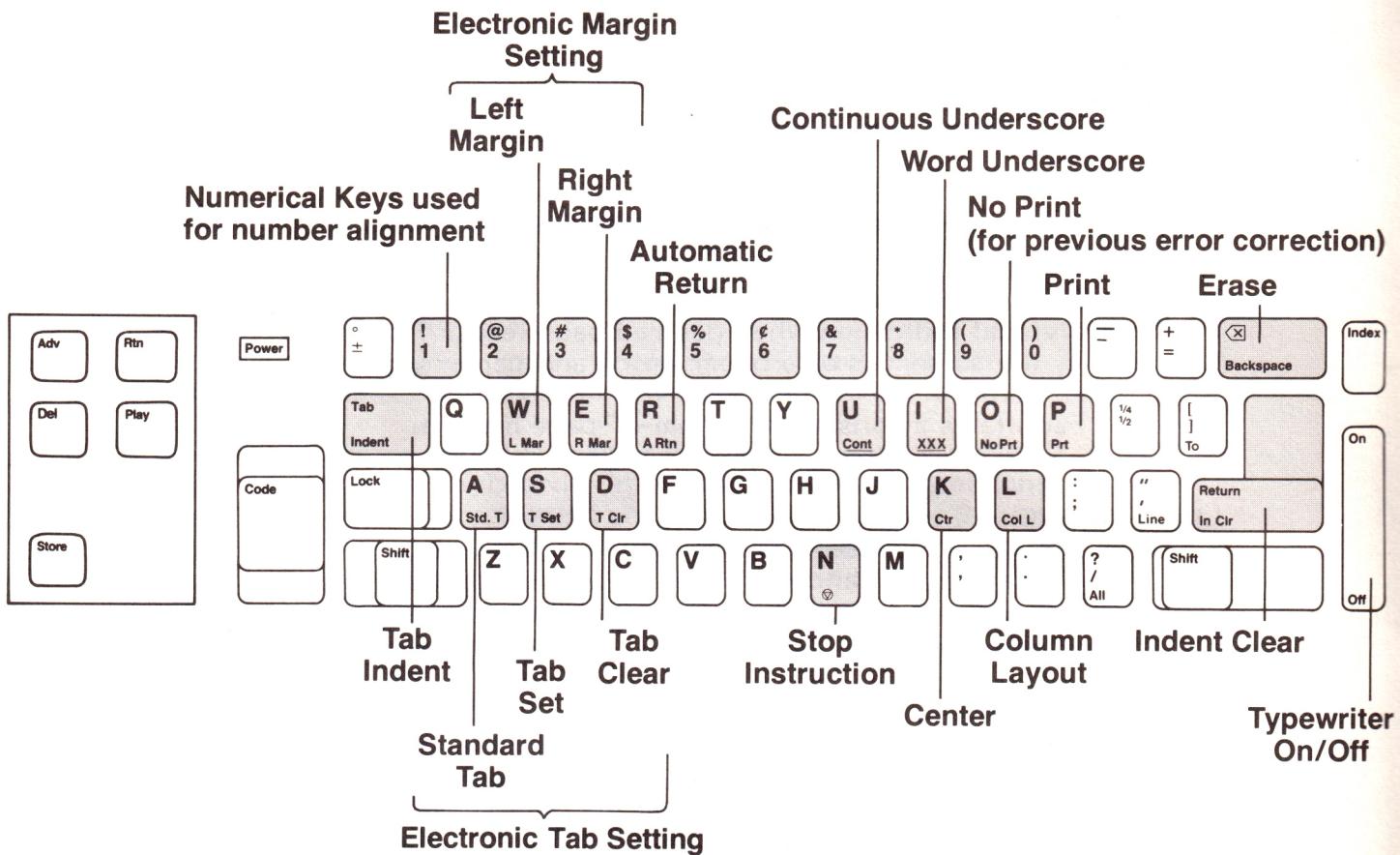
Benefit: Automates many typing functions including error correction, word underscore, continuous word underscore, and centering.

ELECTRONIC ERROR CORRECTION

The typist simply presses the Correction  key and the carrier backs up and lifts off (or covers) up to 223 printed characters on a given line.

Benefit: Typing errors can be corrected quickly and easily providing signature quality documents the first time they are typed.

MODEL 75 SEMI-COMMON FEATURES



CHARACTER STROKE STORAGE

Up to 31 characters (versus 15 characters on the Model 60) can be stored while the carrier is returning to the left margin or is moving to the next tab setting.

Benefit: Enables a secretary to continue typing without waiting for the carrier to position itself.

POWER SWITCHES

There is a Power switch and a typewriter motor On/Off switch. As long as the Power switch is left on, all memory is maintained. When the Power switch is turned off, all memory (documents, phrases, line memory, tabs, format storage, and margin) is lost.

Differences From the Model 60

- When the typewriter On/Off switch is turned back on, the carrier is positioned where it was before the typewriter was turned off.

ELECTRONIC MARGIN SETS

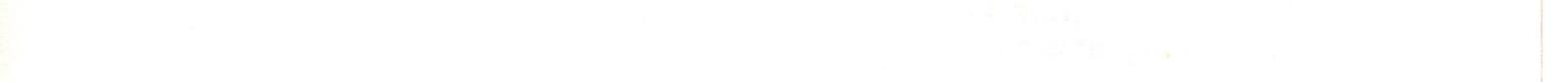
Left and right margins can be electronically set at any character position on the 10- or 12-pitch margin scale. The carrier movements do not go into memory.

TABS

Tabs are set automatically at one-inch intervals when you turn the Main Power switch on. To set tabs at a position other than the one-inch intervals, use the CODE + S. To clear a tab, use the CODE + D.

Differences From the Model 60

- When you set one or more tabs and then carrier return, the one-inch tabs are cleared.
- The right margin acts as a tab stop.
- Carrier return does not index on set-up lines and carrier movements do not go into memory.



FOLD OUT SEMI- COMMON FEATURES

AUTOMATIC CARRIER RETURN

(Model 60 and Model 75)

The Automatic Carrier Return determines the end of a line five characters from the right margin and returns the carrier for the typist on the next word after a space or hyphen.

Differences From The Model 60

- The feature is active when the Power switch is turned on. This is indicated by the AUTO RTN light on the Control Panel.
- The feature automatically disengages during centering and column layout operations since you do not want these lines rearranged.

Benefit: Secretaries can maintain a steady typing rhythm without worrying about the end of lines, and can concentrate on what's being typed instead of listening for a bell or looking up at the paper.

ELECTRONIC COLUMN LAYOUT

Tab stops for statistical or Columnar tables are automatically calculated and set after a simple coding and set-up line is typed.

Differences From The Model 50 and 60

- After a Column Layout instruction is given, the Columns Light on the Control Panel appears.
- Unlike the Model 50 and 60, previous tab settings are remembered when leaving the column layout format.
- After typing the table, carrier return and enter a Column Layout instruction. The Columns Light goes out. The current format tabs are restored.
- The same set of column tabs can be restored by giving a column layout instruction and carrier returning.

Benefit: Relieves the typist of mathematically calculating tab settings required for statistical or columnar tables. Eliminates guesswork and saves time.

ELECTRONIC NUMBER ALIGNMENT (Model 50 and Model 75)

Through the use of the Code key and the numeric row, the element is automatically positioned at the correct position for typing statistical numbers.

Benefit: Allows the typist to easily align columns of numbers.

ELECTRONIC INDENT

This feature should be used instead of regular tabs when more than one line is to be indented, i.e., outlines.

Differences From The Model 60

- Up to 50 levels of indent can be stored versus 40.

Benefit: Eliminates repetitive tabbing and typists slowing down to check to see if they are at the correct indent level.

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Day, then IBM Internal Use Only

WORD/CONTINUOUS UNDERSCORE AND ERASE

The word and continuous underscore codes cause the carrier to back up and underscore the last word typed or a series of words. If an error is detected, the error correction feature lifts off/covers up both the incorrect character and the underscore.

Differences From The Model 50 And 60

- If a series of words to be underscored includes a carrier return, the carrier backs up and underscores the first part of the series of words automatically, then honors the carrier return.
- The international symbol for word underscore (XXX) appears on the key.

Benefit: A common typing task is greatly simplified and saves keystrokes.

NO-PRINT

This feature (CODE + O) causes the carrier to escape during typing but prints nothing on the page.

Benefit: Reinstates line memory for error correction on a previous line. It should be used when text is not stored as a document or Document Storage is full and the light is off.

PRINT

The print instruction is used after typing a line to be centered. It causes the line to print.

Benefit: After the line prints the carrier does not return, permitting the typist to backspace and correct should there be an error in the centered line.

ELECTRONIC CENTERING

The typist tabs or spaces to a selected position for centering, enters a Center instruction and types the information. As the information is keyed, the carrier backspaces automatically. After a Print instruction is given, the information plays back centered.

Benefit: A common typing task is greatly simplified by eliminating guesswork or calculations.

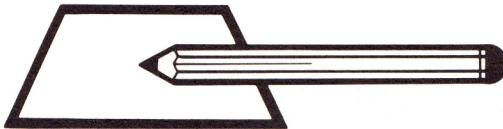
STOP INSTRUCTION

This instruction is used when recording repetitive material with variable information to be stored in Phrase or Document Storage. Then, during playback, the typewriter stops for the variables to be inserted. It is also used at the end of pages in multipage jobs.

Differences From The Model 60

- The international symbol for stop  appears on the key.

NOTES



REVIEW EXERCISE 1

1. How is the Automatic Carrier Return on the Model 75 different from that on the Model 60?

always on - cancels in center
and column layout mode + light on panel

2. How does the column layout feature on the Model 75 vary from that on the Model 50 and 60?

columns are retained by & previous
tabs brought back by CR+CL, columns brought
back by CL+CR + light on panel

(See next page for answers)

ANSWERS

1. The feature is active when the power switch is turned on.

There is an AUTO RTN light on the Control Panel.

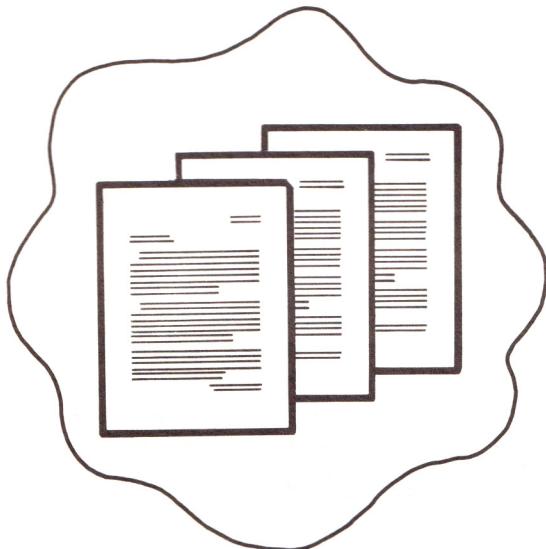
The feature automatically disengages during centering and column layout.

2. There is a columns light on the Control Panel.

Previous tab settings are remembered when leaving the column layout format.

The same columns grid can be recalled.

MODEL 75 UNIQUE FEATURES



7,500-CHARACTER MEMORY

A significant feature of the Model 75 is its 7,500-character memory. This is approximately three heavy-density pages, six medium-density pages, and ten light-density pages. Any or all of the memory can be used for Phrase Storage and/or Document Storage.

Like the Model 60, Phrase Storage is used for repetitive information and is accessed by the numeric row of keys. Document Storage is used for daily correspondence and is a "working" memory. Information is stored by using any of the 26 alpha keys and can be revised if changes are made or errors caught during proofreading.

When information is stored in Phrase and Document Storage, this subtracts from the total number of characters available. For example:

7 phrases stored - using 1,500 characters

3 letters stored - using 3,500 characters

2,500 characters of memory left that can be used for Phrase and/or Document Storage

The memory is volatile, like the Model 50 and 60. Therefore, information is held in memory so long as the Power switch is not turned off (or a power failure occurs). Turning off the Typewriter On/Off does not cause any loss of material from memory.

NOTE: An optional additional 8,000-character memory is available, which when added provides the customer with a total of 15,500 characters of memory.

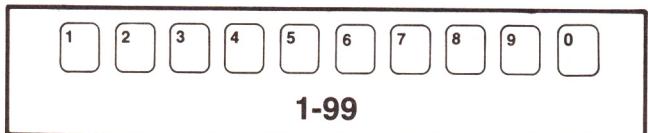
Benefit: Memory provides an area for information to be stored for revisions as well as an area for repetitive information.



DOCUMENT STORAGE

The storage of documents is one of the jobs performed by the 7,500-character memory. You can look at it as an area within memory where material is held so it can be revised. Information can be stored with any of the 26 alpha keys, A through Z.

Benefit: Simplifies the problem of making revisions or changes, since only the changed information needs to be typed.



PHRASE STORAGE

Up to 99 phrases of repetitive information can be stored. The limit for the Model 60 is ten. It is important to note that unlike Document Storage, anything held in Phrase Storage cannot be revised. Phrases must be moved to Document Storage for revision, then returned to Phrase Storage.

Benefit: Keystrokes are saved because repetitive material does not have to be rekeyed each time it is needed.

7 Phrases

PRESELECTIVE PHRASE PLAYOUT

Up to seven phrases can be selected in immediate succession for playout. Playout will begin right after the first selection; the secretary can continue to make up to six more choices without waiting for playout to stop. However, this feature cannot be used with phrases that contain stop codes.

Benefit: Saves time because secretaries can program several phrases to play back and not have to wait for each one to play back before selecting another.

CONTROL PANEL

Consists of five buttons; one for storage and four that facilitate playback and revision of information. An operator can store, advance, delete, return, or play by depressing the corresponding control button.

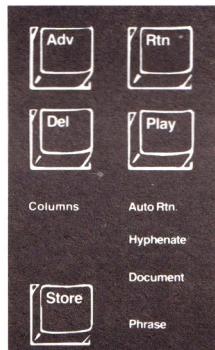
Benefit: Provides a quick way to store and reach any point in a document that is in memory.

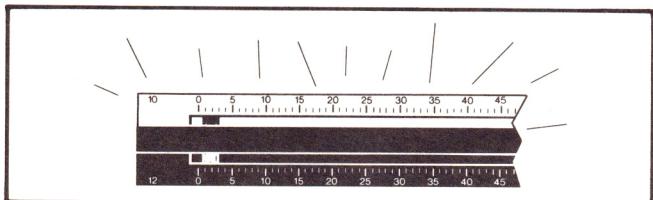


LIGHTED MESSAGES

On the Control Panel, there are five lighted messages that appear to serve as prompts and as reminders to the secretary. These are Columns, Auto Rtn., Hyphenate, Phrase, and Document.

Benefit: Reminds the typist of which section of memory is being used as well as prompting for certain functions.

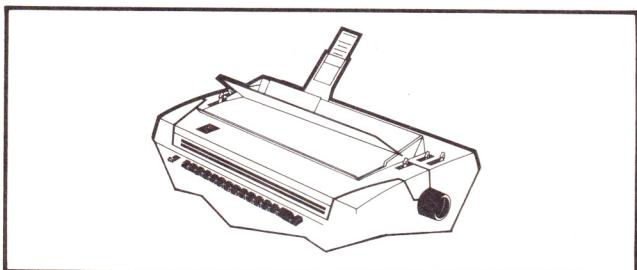




LIGHTED MARGIN SCALE

When the typewriter is turned on, the 10- or the 12-pitch Margin Scale will light to indicate which pitch is active.

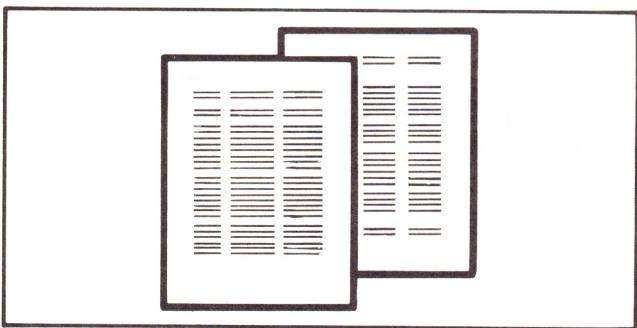
Benefit: This feature facilitates tab and margin setting, and indicates when the machine is on or off.



SEMAUTOMATIC PAPER INSERTION

Paper that is placed into the typewriter is automatically indexed to a uniform top margin. It can accommodate an original plus five carbon copies. A one-inch top margin is standard, but may be reduced or increased by tapping one of the numeral keys.

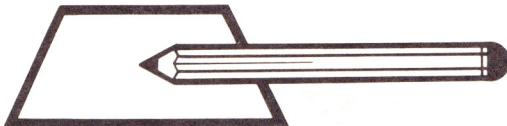
Benefit: With this feature paper insertion is simplified, and facilitates a consistent top margin.



PLAYBACK TABS

The Model 75 automatically plays back all documents in the same format as they were originally recorded and overrides any tabs that might be set on the typewriter at the time of playback. The relative position of the carrier with respect to the left margin is stored in the memory with every tab operation. When playing back a document with tabs, this is used to move the carrier to the same position relative to the left margin. This allows one to play back a document with any left margin and without having to reset tab stops to match those used when typing the document.

Benefit: Playback tabs enable stored documents to play back correctly. Secretaries will not have to log document tabs



REVIEW EXERCISE 2

1. How is Phrase Storage on the Model 75 different from that on the Model 60?

*upto 7,500 ch. avail., 99 positions, light.
can select upto 7 for playout prior to print*

2. How does Document Storage differ from Phrase Storage?

can be revised, can use stop codes

3. From this list of features of the Model 50, 60, and 75, circle those that are unique to Model 75.

1 - One Line Memory	10 - Electronic Column Layout
<input type="radio"/> 2 - Lighted Margin Scale	<input type="radio"/> 11 - Control Panel
3 - Electronic Margin and Tab Setting	12 - Automatic Error Correction
4 - Format Storage	<input type="radio"/> 13 - Electronic Number Alignment
<input type="radio"/> 5 - Semiautomatic Paper Insertion	14 - Electronic Indent
<input type="radio"/> 6 - Phrase Storage (99 positions)	<input type="radio"/> 15 - Lighted Messages
<input type="radio"/> 7 - Document Storage	<input type="radio"/> 16 - Playback Tabs
8 - Automatic Carrier Return	17 - Electronic Word Underscore
<input type="radio"/> 9 - Automatic Continuous Underscore (of several lines)	<input type="radio"/> 18 - Preselective Phrase Playout
	19 - Proportional Spacing

4. From the list of features above, which ones are common to the Model 60 and the Model 75? (List the numbers.)

1, 3, 4, 8, 10, 12, 14, 17,

(See next page for answers)

ANSWERS

1. Up to 99 phrases can be stored versus 10
Phrase Light
Preselective Phrase Playout.
2. Information can be revised after it is stored.
3. 2 - Lighted Margin Scale
5 - Semiautomatic Paper Insertion
6 - Phrase Storage (99 positions)
7 - Document Storage
9 - Automatic Continuous Underscore (of several lines)
11 - Control Panel
15 - Lighted Messages
16 - Playback Tabs
18 - Preselective Phrase Playout
4. 1 - One-Line Memory
3 - Electronic Margin and Tab setting
4 - Format Storage
8 - Automatic Carrier Return
10 - Electronic Column Layout
12 - Automatic Error Correction
14 - Electronic Indent
17 - Electronic Word Underscore

PRODUCT TRAINING — HANDS-ON

OBJECTIVES

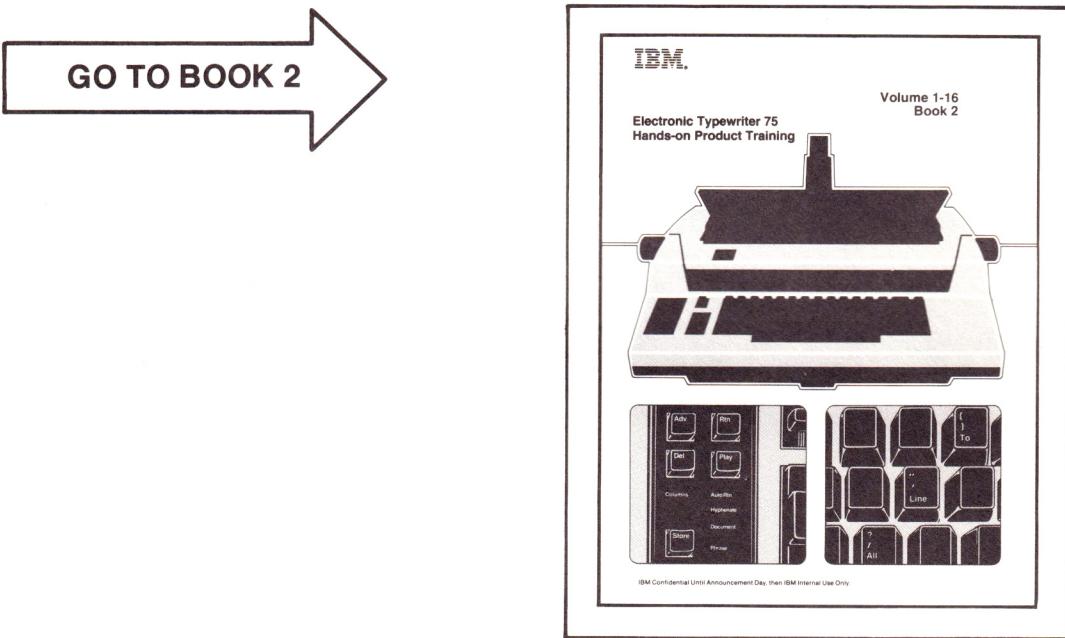
You will be able to:

- Operate the features that are unique to the Model 75.
- Describe the steps required to locate, add, and delete information in a document.
- Develop the basic machine skills to present a successful selling demonstration.
- Develop skills necessary for a successful installation demonstration.

The focus of the first two objectives in this section is on the unique features of the Model 75 features that are different from the Model 50 and 60. The last two objectives will not be tested in this part of the training program. They are intended to remind you that you should achieve a comfortable level of proficiency for demonstration purposes.

To meet these objectives, you now need to go to Volume 1-16, Book 2, which is the IBM Electronic Typewriter 75 Hands-On Book. Be sure to read each page, complete each exercise, and answer the questions. This should take you approximately 2 hours to complete.

Stop before you reach the section on the Typing Simulator at the back of the book.



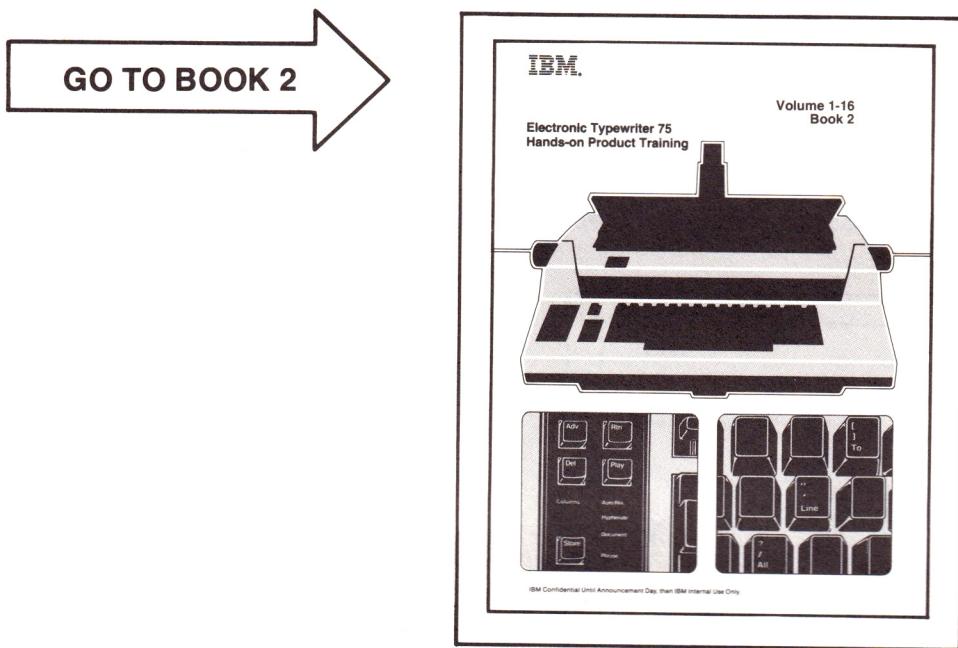
TYPING SIMULATOR

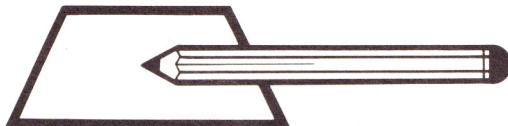
OBJECTIVES

- You will be able to identify the keyboard controls to operate the Typing Simulator.
- You will be able to operate the Typing Simulator through the complete sequence of its functions.

You are ready to begin training on the Typing Simulator.
After you have learned its operation, you will have an important
base for your sales demonstration.

To meet the objectives of this part of the training, you need
to go to Book 2 and turn to the Typing Simulator section of
the hands-on book. After you have completed the section,
answer the review exercise on the next page.





REVIEW EXERCISE 3

1. How do you get the Model 75 into the Typing Simulator mode? How is it terminated?

Code + G + G

Code + G + G

2. If you do not play back the demonstrations in their programmed order, how do you select a specific demonstration?

Code + G + #

3. After a demonstration has played back, e.g., demonstration 2, how do you get demonstration 3 to play?

Code

4. If you want to stop playout of a demonstration, how is this done? How do you resume?

Code

Code

(See next page for answers)

ANSWERS

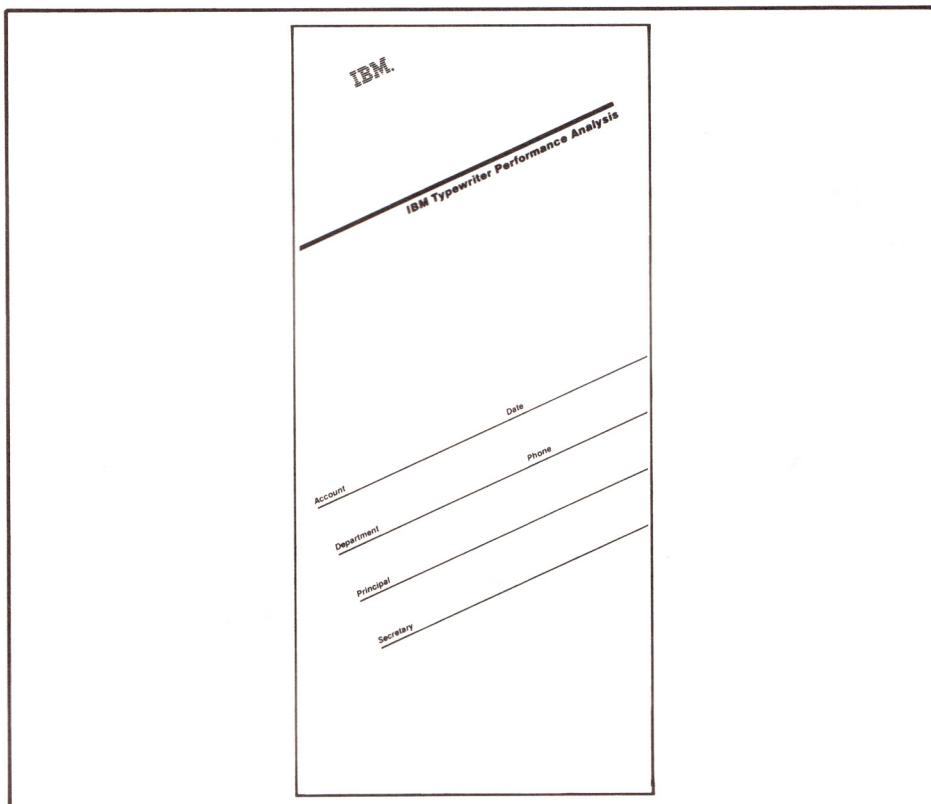
1. Depress DEMO + gg to activate the simulator. Depress DEMO + gg to terminate the simulator or turn the typewriter switch off.
2. Depress DEMO + g + the demonstration number.
3. Depress the Demo key.
4. Depress the Demo key to manually stop playback. Depress the Demo key again to resume playback.

**AFTER VIEWING VIDEO,
FOLD OUT FOR REFERENCE**

TYPEWRITER PERFORMANCE ANALYSIS FORM

OBJECTIVES

- Given a completed Typewriter Performance Analysis form, you will be able to help the customer cost justify a Model 75.
- For the same Typewriter Performance Analysis, you will be able to state the product features to be emphasized during your demonstration.

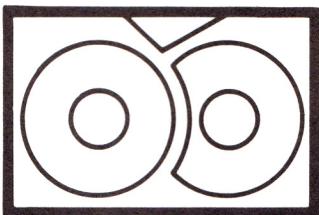


Now that you are familiar with the features and functions of the Model 75, the emphasis shifts to how you can sell and install it most effectively.

This section of your training involves this workbook and the Demonstration videocassette, Volume 1-15 in the Training section of the Marketing Reference Library. The video is divided into sections. After each section, you'll return to this workbook. The first part of the video introduces the Typewriter Performance Analysis form. This is an effective fact-gathering tool to help the customer cost justify a Model 75, Model 50, or 60. In addition, it allows you to gather information about the account's typing applications so you can tailor your demonstration to the account's specific needs.

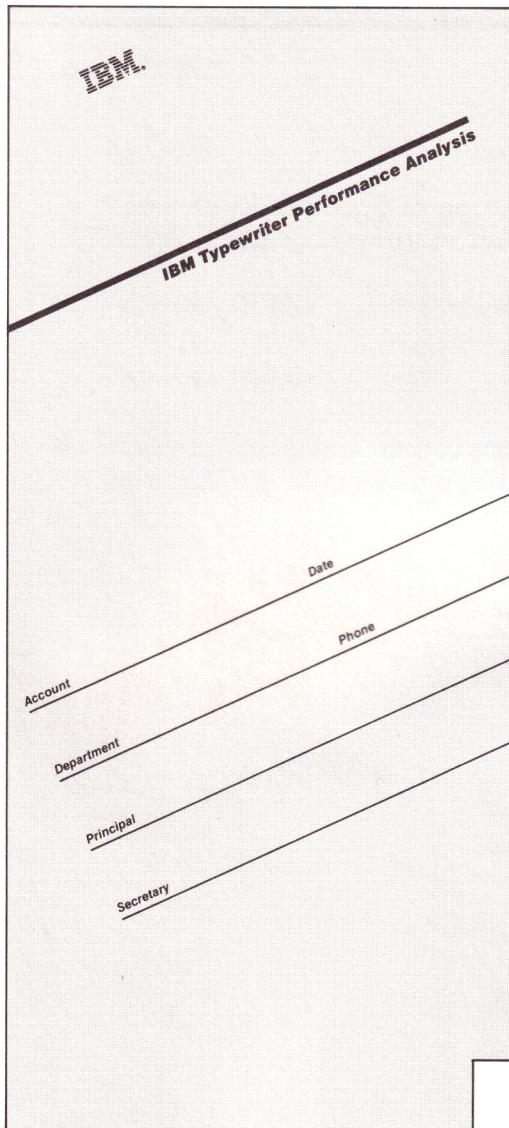
At the end of the first section of the video, press PAUSE on the video player while you study the information on the next few pages and complete the review exercises.

WATCH THE FIRST PART OF THE VIDEO



TYPEWRITER PERFORMANCE

ACCOUNT INFORMATION



DISCLAIMERS and PRINCIPAL CONCERNS

IBM Electronic Typewriters are shown to make typing easier, faster and more enjoyable for a secretary.

This report covers timing comparisons of four IBM typewriters: the IBM Correcting "Selectric" II Typewriter, the IBM Electronic Typewriter Model 50, the IBM Electronic Typewriter Model 60 and the IBM Electronic Typewriter Model 75.

Data gathering and testing procedures

The Typewriter Performance Factors shown in this folder do not reflect the maximum improvement possible, but are averages calculated by the IBM General Products Division Human Factors Center using generally accepted statistical principles. The Center collected computerized timings of 24 experienced typists typing specific applications on various typewriter models. Several studies were made—all in a test environment.

The sample documents shown are typical of the documents used to determine the Typewriter Performance Factors for the Model 60 and Model 75. The Performance Factors for the other machines are estimates derived from performance data on separate typing tasks. Relative performance factors are shown under each sample figure. Additional Performance Factors are shown in the table. All Performance Factors are averages obtained using a number of similar documents and/or revisions. How closely the documents typed by your secretary resemble the documents tested will determine how closely the estimated time savings will correlate with the results obtained by IBM.

Operator, environmental and task variables will affect typing performance. Operator variables include attitude, typing skill, intelligence and mechanical aptitude. Environmental variables include deadline pressures, efficiency aids, interruptions, incentive compensation and means of dictation. Task variables include accuracy requirements, number of revisions and amount revised, carbon copies and the acceptance of strikeovers on rough drafts.

Principal Concerns—what are your specific typing problems?

List them below, such as critical deadlines, document turnaround, accuracy, quality, overtime, temporaries, level of non-typing support, secretarial salaries and fringe benefits, etc.

SECRETARIAL SPECIALTY

Secretarial Concerns—what are you

List them below, such as critical deadlines, accuracy, retying, etc.

Special Typing Tasks

Check any of the following tasks which are done fairly frequently.

Negotiable Instruments

List or Schedule Retyping

Long Documents (- + pages)

Long Revision Cycles

Multi-part Forms

Single-part Forms

Multiple Originals

Total typing hours per week

Machine Comparisons

(Estimated Percent Difference in Time to Type or Revise a Document Compared to Time to Type Document on IBM Correcting "Selectric")

Document	Type Document			Revise Document	
	Model 50	Model 60	Model 75	Light	Heavy
Short Letter	+ 2	+ 4	+ 4	+31	+10
Full-page Letter	+ 1	+ 6	+ 6	+54	+31
Report	+ 7	+12	+12	+53	+28
Single-level Outline	- 5	- 5	- 5	+50	+14
Multi-level Outline	-18	-18	-18	+53	+20
Numeric Table	+18	+14	+18	+67	+69
List (Text Table)	-16	+16	+16	+70	+66
Full-page Letter with Embedded Table	+14	+16	+16	-69	-55
Full-page Letter with Centered and Indented Text	+ 7	+10	+10	+62	+31

Note: (+% indicates machine is faster than Correcting "Selectric")
(-% indicates machine is slower than Correcting "Selectric")

The above chart shows the relative performance comparisons (+) and (-) for various IBM typewriter products on several types of documents. A number of documents are shown by example within this brochure. The performance factor for each machine taken from this table is listed under the document example for calculation purposes. Your customer may relate to a document that is listed in the above chart but not shown by example (i.e. light revision of a Numeric Table). Use the following area to calculate the Estimated Time Savings for such documents and/or revisions.

Document	Typing Hours ×	Typing Performance Factor =	Estimated Time Savings
	50	60	75



MACHINE COMPARISONS CHART

MANUFACTURING ANALYSIS FORM

MAINTENANCE CONCERNs and TYPING TASKS

What are your specific typing problems?
deadlines, typing time, quality.

asks which

s)

SAMPLE DOCUMENTS

General Typing

Short Letter

July 4, 1979

Mr. Alan Smith
Mr. Alan Smith
P.O. Box 5555
Daytona Beach, FL 32117

Dear Mr. Smith:

Enclosed is a Certified Copy of Resolution by which the Board of Directors has approved the increase in the Church's budget for fiscal year 1979-1980. Please attach memo.

Very truly yours,
SATORU JONES & SONS

John D. Jacob
For Satoru & Sons

Full-page Letter

February 21, 1979

Mr. Harry Parker
U.S. Dept. of the Interior
Bureau of Land Management
Navajo Area Office
Window Rock, AZ 86515

Dear Mr. Parker:

This is in regard to your letter of January 7 to Mr. John D. Jacob, Secretary of the Navajo Indian District concerning a visit by your representative to our office. We would like to thank you for your interest in our area.

The N.I.D.C., along with the Southwest Educational Development Laboratory has recently been granted Federal funds to establish a Native American Resource Center in its field. I have been asked to serve as Director of the center. We would like to invite you to come to a meeting with all the participants in the center to discuss our plans.

At the present time I am associated with the Southwest Educational Development Laboratory and will probably be setting up headquarters in San Quintino in the near future. We would like to invite you to accommodate your party in Navajo City so as to make the trip more comfortable. Please let me know if you are interested in staying at the Navajo Inn or the Motel in San Quintino and you may reach me through Mr. Smith's office.

Thank you for your interest in our work and we will be looking forward to seeing you in March.

Sincerely,

SATORU JONES & SONS

John D. Jacob
For Satoru & Sons

Repetitive Typing

Light Repetitive (Short Letter)

July 4, 1979

Mr. Larry Winslow
4142 Sherman Ave.
Daytona Beach, FL 32117

Dear Mr. Winslow:

I am enclosing herewith a copy of the legal description of the property located at 4142 Sherman First Baptist Church for ingress and egress to take care of my business.

Please let me know if any charges are required.

Upon receiving your response, I will arrange

a meeting with the church director.

Very truly yours,

SATORU JONES & SONS

John D. Jacob
For Satoru & Sons

Heavy Repetitive (Short Letter)

July 4, 1979

Gordon's Shoe Store
555 Daytona Street
Daytona Beach, FL 32117

Gentlemen:

Because your account is delinquent, we are holding your order until payment is received. Please enclose a check and indicate a past due balance of less than over 90 days.

Please forward a check for the total amount past due, and we will immediately process your order. All future shipments will be paid in accordance with our regular credit terms.

We want your reply.

Sincerely,

Judy Fawcett
Credit Manager

28% stored

Mr. Larry Winslow
4142 Sherman Ave.
Daytona Beach, FL 32117

Mr. Larry Winslow
4142 Sherman Ave.
Daytona Beach, FL 32117

Typing × Typewriter Performance Factor = Estimated Time Savings*

+11%

Hours Model 50 60 75 Time Savings*

Typing × Typewriter Performance Factor = Estimated Time Savings*

+2% +4% +4%

Hours Model 50 60 75 Time Savings*

Typing × Typewriter Performance Factor = Estimated Time Savings*

+1% +6% +6%

Hours Model 50 60 75 Time Savings*

Typing × Typewriter Performance Factor = Estimated Time Savings*

+40% +40%

Hours Model 50 60 75 Time Savings*

Revision Typing

List (Text Table)

Numeric Table

Light Revision (Full Page)

July 4, 1979

D. J. Martin
Marketing Branch Office
MACKIE 14 TOOTSIE INDUSTRIES

Dear Mr. Martin:

Your telephone has been investigated thoroughly by Customer Service Department. Your suggestion that the problem was warranted as a result of your suggestion. Therefore, the next step is to contact the customer.

There have been some reports of a problem with the 14 tooth Mackie 14 Tootsie. The Mackie 14 Tootsie has been redesigned by the owner - Product Engineering has recently redesigned the Mackie 14 Tootsie. The Mackie 14 Tootsie has been redesigned by the owner - Product Engineering has recently redesigned the Mackie 14 Tootsie. Product Engineering does not feel that a specific Mackie 14 Tootsie is needed.

Customer Engineering feels that the problem can be readily resolved by the Mackie 14 Tootsie. Product Engineering does not feel that a specific Mackie 14 Tootsie is needed.

Also, it was more economically feasible to redesign the Mackie 14 Tootsie than to change the older model.

In view of the above, I have not been able to justify

pursuing your idea any further.

Thank you.

J. J. Leppin
Suggestion Department
Marketing Branch

Heavy Revision (Full Page)

April 4, 1979

Mr. William Banks
512 South Willow Street
Daytona Beach, FL 32117

Dear Mr. Banks:

I am happy to answer your question. "What can a life insurance program do for my children?"

It can assure them a college education. Their career opportunities will be greater. It can help them to buy their own home. It can assure that the college-trained person earns more and lives better.

It can be a fight to launch their careers. An insurance program can be planned to insure what your children already have and what they need to have.

It can be a nest egg for retirement.

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The Typewriter Performance Analysis form, called the TPA in this training, is designed to help you:

- Select the typewriter model best suited to the prospect's applications
- Relate its performance to the prospect's criteria
- Identify the features to emphasize in a demonstration

Obtain a copy of the Typewriter Performance Analysis (Form No.G540-3036-1) to refer to during this training.

Notice that the TPA contains seven basic parts:

- Account Information
- Principal Concerns (such as deadlines and level of support)
- Secretarial Concerns (such as pressures and retyping)
- Special Typing Tasks (such as forms and negotiable instruments)
- Sample Documents (repetitive, retyping and general typing)
- Machine Comparisons Chart
- Analysis (weekly and annual savings estimates)

WHAT KIND OF TYPING STATION TO LOOK FOR

An important characteristic of a typing station is that it be decentralized. Because the Model 75 can be a typewriter alternative, it can fit at most typing stations without changing the environment or setting up new procedures. For the Model 75, you need a typing station that can provide quick turnaround so the memory can be used to its best advantage. You do not want a station that has lengthy documents that need to be stored for a long period of time. This would be a better Memory 100 prospect.

You also need to find typing stations that have the following typing task requirements:

- General Typing – these are letters, memos, short reports, forms, and statistical work that can be typed, sent to the author for approval, and then deleted from storage.
Look for typing stations where the ability to automatically error correct, center, underscore, align numbers, and do columns will offer a significant productivity increase.

- Retyping - this is routine correspondence that the author may change. But once the changes are made, all typing on the documents should be completed. You do not want typing stations that experience extensive revision or numerous revision cycles for the same document. This would tie up the memory for too long.
- Repetitive - repetitive work can be stored in Phrase Storage. This, however, should not be the major application because the memory capacity of the Model 75 is limited and other typing tasks must be taken into consideration.
- Forms - formats for forms can be effectively stored in Phrase Storage because of the "playback tab" capability. Unlike Model 60 and Memory 100, typing forms is complemented by the phrase, play capability.

WHEN TO USE THE TPA

You may not need to complete the entire form. Use only those parts which support your need satisfaction selling.

The TPA complements other sales support materials and actual customer samples you collect. While the TPA can be used in some cases to generate principal interest, other literature will normally be used with the TPA. Nor is the TPA the last tool to use. You should also consider showing depreciation, cash flow and residual value with FINCAM and Instant Purchase Proposal.

PURPOSE OF ESTIMATING SAVINGS

By using the TPA, you can estimate the time savings from doing *specific* typing tasks, under certain conditions, on an IBM Electronic Typewriter instead of on an IBM Correcting "Selectric" Typewriter.

You can relate the estimated time savings to the cost of the typewriter and the customer's criteria.

NOTE: You must realize that you cannot project what the prospect's results will be. You can report the results of IBM studies and let the prospect reach his/her own conclusion.

There are many variables not under IBM's control which affect a customer's results from using a particular typewriter. Among these variables are applications, the operator, and the operating environment. The customer could expect results which closely match those of the IBM studies *only* if the applications, operators, and environment were the same as those studied.

PRINCIPAL CONCERNS

Use this area of the form to note the principal's concerns, the normal work week, and the annual secretarial salary plus fringe benefits. Then, perhaps with the aid of other literature, establish the possible need for a more powerful typewriter. Gain the prospect's help in identifying high-potential typing stations so you can talk with the secretaries and investigate the possibility of addressing the concerns.

SECRETARIAL TYPING CONCERNS

Using a separate form for each secretary, draw out his/her typing concerns. Some will relate to the principal's, but by finding additional concerns, you will help establish a complete set of buying criteria.

SPECIAL TYPING TASKS

This section is intended to indicate the general need for IBM electronic typewriters, provide some clues to selecting the best model, and enable you to name specific documents which have specific requirements.

Check those items which are typed fairly often, and identify them by name. For example, if multipart purchase order forms are typed frequently, drafting them into memory and playing back onto the form can reduce error-correction time and spoilage. This could represent an additional saving.

SAMPLE DOCUMENTS

In this section, you want to find out how much time the secretary spends doing different kinds of typing. The sample documents can help you in three ways. They help you explain what is meant by "repetitive" typing, for example. And they help the secretary select the formats which *most closely* resemble actual typing tasks. In addition, by relating to these specific documents, you will be able to relate productivity increases helpful in cost justification.

Total Typing Hours Per Week

The first step is to have the secretary estimate weekly typing hours. As you proceed through the other sections, you may need to revise this figure. Typing hours allotted to the specific documents should add up to this total. Many secretaries will not do work in each category. Explain that you expect some categories may be blank.

Repetitive Typing

Repetitive Typing is a mag media concept that you may have to explain. Use the samples to point out that it is material that is typed word-for-word in different documents. If the secretary does some repetitive typing, obtain an estimate of the total hours. Then ask if the amount applies more closely to the first or second sample, or if there's some of both. Then find out how many hours per week that typing involves, and write the number below the corresponding sample in the "Typing Hours" blank.

The Typewriter Performance Factors will be explained in the Analysis section. You will usually complete your interview with the secretary before using them.

Retyping

Do not skip this section even though you feel you will be selling a model which does not store entire documents, since the information may be useful to you later.

Before beginning this category, you may want to refer back to the Special Typing Tasks section to determine if there are long documents being typed or if some documents have long turn-around times. The Retyping category is designed for documents which can be retained in memory until finally played out.

Retyping of documents which do not fit in this category should be shown in the General Typing category.

Whether you include retyped documents in the Retyping category or in General Typing depends on what you have found out about volumes of typing and storage, and how much memory you think you'll recommend.

Enter the number of hours of retyping which can be included in this category.

There are two text samples, one with light and the other with heavy revision. Ask if the secretary retypes text documents, and if so, whether the amount of revision is more like the light or heavy sample. Enter the typing hours.

Then ask if columnar work is retyped. Enter the typing hours.

General Typing

Four samples are shown to approximate most kinds of typing. Ask the secretary to allot the remaining typing hours among the formats which are *most similar* to the actual typing tasks.

Machine Comparison Chart

The Machine Comparison Chart can be used to identify other typing tasks than the Sample Documents shown. It lists additional examples for general typing and gives the performance factors for typing and revising these documents.

You might need to refer to this chart, if for example, the secretary you are interviewing says that the Sample Documents shown do not necessarily reflect the kinds of work they type. For instance, the secretary has light revision of numeric tables not letters. In a case like this you'd refer to the chart . . . find numeric table . . . light revision . . . and use the performance factor from the table to calculate Estimated Time Savings.

Then list any document identified from the table, the hours spent typing the document and the performance factor for the typewriter you will recommend in the space provided below the Machine Comparison Chart.

ANALYSIS

Typewriter Performance Factors

When you have finished talking with the secretaries, you can quickly determine the "estimated time savings" achievable by IBM using specific typing tasks under certain conditions.

You've seen that for each sample document there are three Typewriter Performance Factors (one for each model). These factors indicate the *percent* improvement offered by each model over the IBM Correcting "Selectric" Typewriter for the corresponding type of document.

Typing Hours	x	Typewriter Performance Factor (Model:)	50	60	75	=	Estimated Time Savings
<u>2</u>			<u>07%</u>	<u>12%</u>	<u>12%</u>		<u>.24</u>

In this example, the Model 75 is 12 percent faster than the IBM Correcting "Selectric" Typewriter. Therefore, taking the two hours per week times 12 percent (.12) yields an Estimated Time Savings of .24 hours per week for that document type.

As in this case, the Typewriter Performance Factor may be the same for different typewriters, depending on the features used in typing the document.

Calculate the Estimated Time Savings for each document the secretary identifies is similar to his/her work.

For additional information on the Typewriter Performance Factors, refer to the Notes section of the TPA.

Analysis Section

Enter the model number you are proposing. Then, add the Estimated Time Savings for each document (including the Estimated Time Savings for the documents identified from the Machine Comparisons table, if any) and enter that total in the Estimated Time Savings Per Week blank. This weekly figure can be used in two ways: to figure the percentage of *typing* time saved, and to figure the percentage of *working* time saved by the prospect who is willing to assume that his tasks and conditions are sufficiently similar to those used by IBM that he can achieve the same results.

Notice how this is done in the following example.

Secretarial Salary Plus Fringe (from principal)	\$12,000
Typing Hours Per Week (from secretary)	12
Working Hours Per Week (from principal)	40
<u>Estimated Time Savings Per Week</u>	<u>3</u>
<u>Typewriter Performance Improvement</u>	<u>25 %</u>
Estimated Time Savings divided by <i>typing</i> hours per week	
<u>Overall Performance Improvement</u>	<u>7+ %</u>
Estimated Time Savings divided by <i>working</i> hours per week	

Projected Annual Savings

Once you and the prospect have the percentages figured, you can convert them to terms which may be more meaningful to the prospect. If price is a concern, you might concentrate on the annual dollar value of the Estimated Time Savings.

If the principal wants more secretarial support, for example, time savings should be emphasized. In either case, it is not so much the figures themselves that will impress the principal, but how well you relate them to his/her concerns.

The example above would continue as follows:

Projected Annual Savings If you were to achieve the Estimated Time Savings above, you could estimate that your performance improvement could be worth:

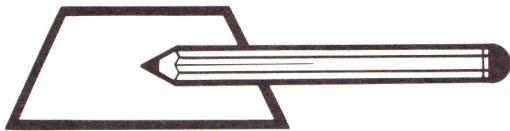
\$ 840 per year
(Overall Performance Improvement Percent multiplied by Secretarial Salary Plus Fringe Benefits)

or

3½ Weeks Per Year
(Overall Performance Improvement Percent multiplied by 52 weeks per year)

Review this chapter as needed, then complete the test questions on the next two pages.

NOTES



REVIEW EXERCISE 4

1. List two characteristics of a typing station that make it a good Model 75 prospect.

revision doc. - decentralized general station

2. You have made a call on one of your accounts and obtained this data with the TPA:

- Length of Work Week: 40 hours
- Secretarial Salary Plus Fringe: \$10,000
- Typing Hours Per Week: 11

Complete the "Analysis" section, based on this information and the two entries which have been made.

Analysis	
Comparing the IBM Electronic Typewriter to the IBM Correcting "Selectric" Typewriter.	
Model No.	75
Estimated time savings.	2½ hours
Performance improvement. Estimated time savings divided by typing hours worked per week.	22.7 %
Overall performance improvement. Estimated time savings divided by working hours per week.	6.2 %
Projected Annual Savings	
If you are to achieve the estimated time savings above, you could estimate what your overall performance improvement could be worth. Overall performance improvement percentage multiplied by secretarial salary plus fringe benefits.	
620 \$ per year	
Overall performance improvement percent multiplied by 52 weeks per year.	
3.2 weeks saved per year	

(See next page for answers)

ANSWERS

1. Decentralized
General typing, repetitive and retying with quick turnaround and minimum time storage requirements
2. Typewriter Performance Improvement - 23 percent
Overall Performance Improvement - 6+ percent
Projected Annual Savings - \$600 per year or 3+ weeks per year

REVIEW EXERCISE 4 (Continued)

3. As shown on the TPA, the secretary devotes most of the typing time to the three documents below. For each document, which Model 75 features would you emphasize most during your demonstration?

REPETITIVE

phrase

RETYPING

doc. revision

GENERAL TYPING

doc review
column layout
center
underline
phrase
(a.k.)

REPETITIVE

July 4, 1979

Mr. Larry Winslow
4762 Sherman Ave.
Boulder, CO 80302

Dear Mr. Winslow:

I am enclosing herewith a copy of the legal description of the access right-of-way owned by the First Baptist Church for ingress and egress to Estes Park Camp.

Please let me know if any changes are required. Upon receipt of your approval or changes, I will arrange a meeting with the Church directors.

Very truly yours,
SEATON JONES & DWYER

Dave Abbot
for Richard M. Dwyer

RETYPING

July 4, 1979

D. J. Manrick
Greenville Branch Office
MACHINE 54 TOOTH INDEXING

Your suggestion has been investigated thoroughly by Customer Engineering at Ideaville. No Engineering Change or publication was warranted as a result of your suggestion. Therefore, no award recommendation was given.

There have been some reports of a problem with the 54 tooth index selector lever hitting the rear of the slot in the top cover. Product Engineering has recently redesigned the lever to ~~minimize~~ the possibility of this interference.

Customer Engineering feels that the problem can be readily seen and is not a difficult one to diagnose. Therefore, Engineering does not feel that a special Field publication is warranted.

Also, it was more economically feasible to redesign the index selector lever than it would be to change the cover molds.

In view of the above findings, I have not been able to justify pursuing your idea any further.

Thank you,

J. P. Lampkin
Suggestion Department
Ideaville Plant

GENERAL TYPING

February 3, 1979

Mr. & Mrs. Larry Tucker
6789 Willow Circle
Glendale, California 95346

Dear Mr. & Mrs. Tucker:

We were pleased to receive your letter of January 2 requesting information on our European tours for next summer. Below we have listed our most popular tours, along with dates of departure and arrival back in Los Angeles and the estimated cost of the tour (including round-trip airfare):

EUROPEAN TOURS

Countries Visited	Depart	Return	Cost
France, Benelux	June 1	June 29	\$1,897
Switzerland, Austria	June 3	July 5	\$1,956
Norway, Sweden, Finland	July 3	August 12	\$2,546
Italy, Greece, Yugoslavia	June 10	August 13	\$2,221
Romania, Bulgaria	June 1	June 16	\$1,245
Germany, Denmark	June 1	June 30	\$1,697
Spain, Morocco, Azores	June 11	July 11	\$1,403
England, Scotland, Wales	June 15	July 17	\$2,049

If, for any reason, the price of the trip is changed, we will notify you by phone two weeks prior to the deadline for receipt of final payment for the tour. The estimated cost figure represents payment for all accommodations, excursions, etc.

Sincerely yours,

MENFORD TRAVEL

John T. Sappington
Travel Agent
JPS/lij

(See next page for answers)

ANSWERS

3. Repetitive: Phrase Storage

Retyping: Document Storage, Control Panel (Advance, Delete, Play)

General Typing: Center, Underscore, Column Layout,
Phrase Storage for the inside address,
Automatic Carrier Return

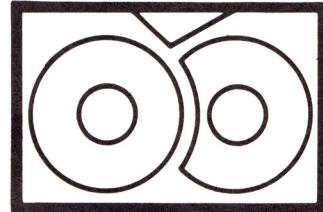
SALES DEMONSTRATION

OBJECTIVE

- With the use of the Typing Simulator, you will be able to give a feature-function/benefit demonstration according to the customer's criteria.

The second part of the demonstration video concentrates on two areas. There is emphasis on the unique features of the Model 75, along with meeting the prospect's buying criteria and solving the problems that were identified earlier.

WATCH THE SECOND PART OF THE VIDEO



Now that you've seen the demonstration video and practiced with the typing simulator, develop a demonstration of your own highlighting the unique features of the Model 75. When you've practiced your demonstration, then give it to your Branch Training Manager.

OBJECTIVES

- You will be able to list the guidelines for installing the Model 75 that apply to the time the order is signed, those required during preparation for installation, and those required at the time of installation.
- You will be able to give a product overview or instructional demonstration according to the outline provided.

Planning to correctly install a Model 75 is important for future sales and for reducing the need for follow-up time on your part. This section of the training has information for you to read in this workbook, a video for you to watch, and exercises to complete. You will also need to obtain copies of the IBM Electronic Typewriter 75 Operating Instructions Booklet and Reference Book. Begin training by reading the information on the next page.

- Review the buying criteria.
- Explain the self-pace training and point out those sections of the Operating Instructions Booklet that need to be completed.

WHEN THE ORDER IS SIGNED

At the time the prospect signs an order for a Model 75, discuss the key ingredients for a successful installation which will maximize the prospect's investment.

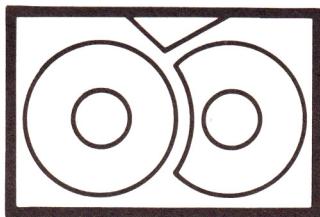
These key ingredients or guidelines include:

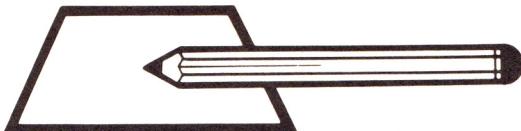
- The proper training environment – successful training of the secretary requires an environment without interruptions, allowing the secretary the proper amount of time to complete the appropriate sections of the Operating Instructions Booklet. This might require that the secretary's responsibilities be temporarily reassigned.
- Informing the prospect of the training time required – to go through the basic Model 75 training material takes from 2 1/2 to 4 hours. Customer applications determine which of the application modules need to be completed. (To complete all the application modules requires 70 to 90 additional minutes.)
- Discussing the concept of the Operating Instructions Booklet and the benefits of self-pace training. The Operating Instructions Booklet is divided into four modules. Modules I, II, and III must be completed by all operators since these modules cover basic typewriter operations. Module IV contains information on special typing applications. Depending on the work performed in the office, a secretary may or may not be required to go through all sections of this module. A Reference Book is provided for more in-depth information on all the Model 75 features, and should be used when more detailed training is required.

Discussing these points with the prospect at the time of the order will simplify your responsibilities at the time of installation and be the customer's best guarantee for a successful installation.

At this point you should watch the installation guidelines section of the IBM Electronic Typewriter 75 video, Volume 1-15 in the Training section of the Marketing Reference Library.

WATCH THE THIRD PART OF THE VIDEO





REVIEW EXERCISE 5

The video reinforced the things you should do at the time an order is signed and explained some activities you should follow both in preparing for the installation and during installation. Do you recall what these activities were?

When the order is signed: _____

Preparing for installation: _____

During installation: _____

(See next page for answers)

ANSWERS

When the order is signed:

- Discuss the importance of a proper training environment.
- Inform the prospect of the necessary time required to complete the self-paced training.
- Discuss the concept of the Operating Instructions Booklet and the benefits of self-paced training.

Preparing for installation:

- Review the Operating Instructions Booklet so you'll know what sections you should suggest for the secretary to complete.
- Practice those sections of the manual that will help so you can answer the secretary's questions.
- Review your prospect's buying criteria so you can discuss this with the secretary when you install the typewriter.
- Practice your product overview or instructional demonstration so you can cover the features in a professional manner.

During installation:

- Review the buying criteria.
- Explain the self-pace training and point out those sections of the Operating Instructions Booklet that need to be completed.

These are the estimated times of completion for the various sections of the Operating Instructions Booklet: *

Estimated times of completion for the various sections are: *

Module I (required)	Typewriter Set-Up, Error Correction in One-Line Memory, Centering, and Underscoring	30-40 minutes
Module II (required)	Storing, Making Changes, and Playing Back Using 7,500- Character Memory**	2-3 hours
Module III (required)	● Phrase Storage	20 minutes
Module IV (optional)	Additional Automatic Features ● Setting Up Tables with Words - Column Layout ● Form Letters and Other Repetitive Documents ● Typing Tables with Columns of Numbers (Number Alignment) ● Typing Indented Paragraphs	20 minutes 20 minutes 10 minutes 20 minutes

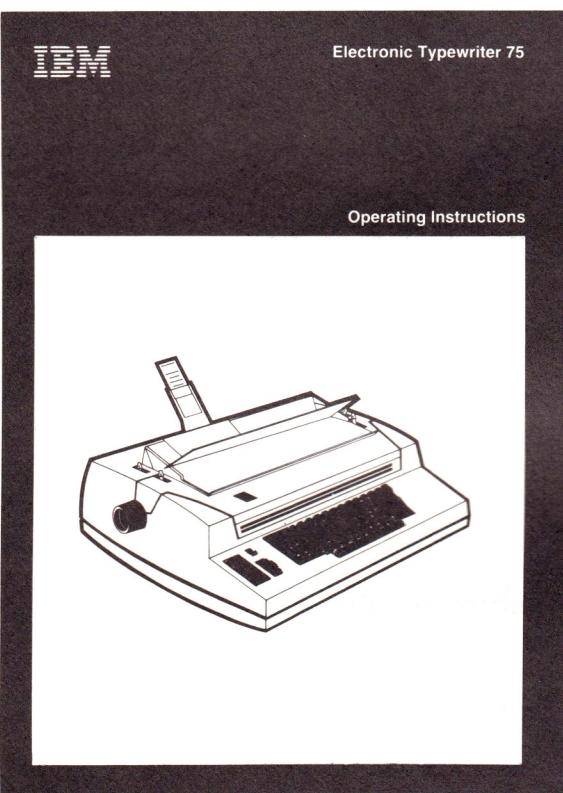
- Reinforce the benefits of self-pace training for the secretary.
- Give a product overview and discuss future contact.

Doing each of these activities will get the secretary started on the right track and should minimize your time in the account.

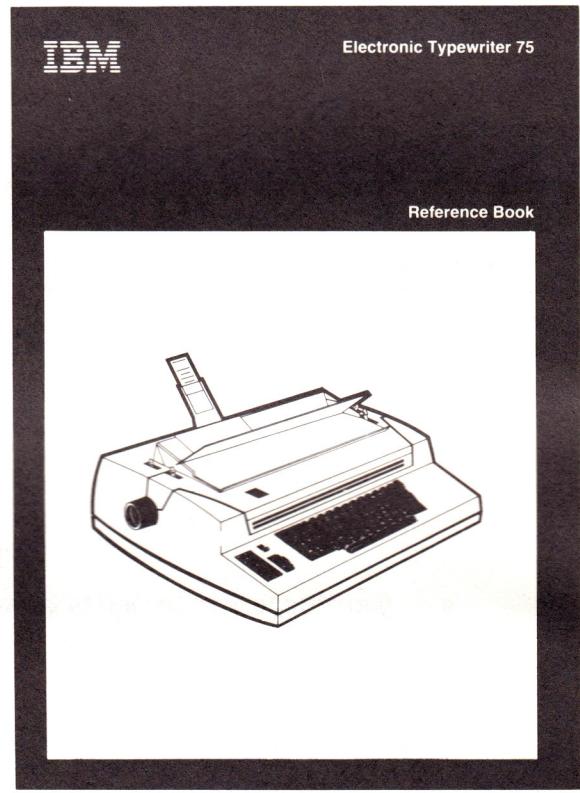
*These times are estimates and are to be used only as a guide.
Each person should progress at his/her own pace.

**An optional feature is available for the Model 75 which increases memory to approximately 15,500 characters.

At this point in your training, review Modules I, II, III, and IV in the IBM Electronic Typewriter 75 Operating Instructions Booklet. Perform any or all of the exercises included to build your product knowledge. Then go through the Reference Book so you are completely familiar with its contents.



Form No.: S-544-0651



Form No.: S-544-0652

After you have completed this review, go to the next page for an outline of a product overview or instructional demonstration.

PRODUCT OVERVIEW OUTLINE

Now that you're familiar with the installation guidelines required for the Model 75 and the Operating Instructions Booklet, you need to develop your own product overview or instructional demonstration for your customers.

Use the following suggested outline as a guide to develop your own demonstration.

Introduction

- Review benefits of electronics
- Refer to the Operator Reference cards located on the typewriter.

Typewriter Setup

- Install ribbon/tape
- Select element
- Match Pitch Selection lever with element spacing
- Turn main power "on"
- Turn typewriter On/Off control "on"
- Insert paper using the semiautomatic paper insertion
- Introduce Code key and set margin
- Lighted margin scale

MODEL 75 UNIQUE FEATURES

- Review 7,500-character memory
- Document Storage
- Phrase Storage
- Preselective phrase playout
- Control Panel
- Five lighted messages

CLOSE

Close by reviewing the features demonstrated. Point out to the typist where these features are presented in the Operating Instructions Booklet. Stress that the manual is self-pace and should be reviewed for complete product knowledge. Explain that the Reference Book has more in-depth information. Also direct the secretary to complete Modules I, II, and III to learn about the basic typewriter features (i.e., centering, under-scoring). Then suggest the additional sections of Module IV to complete.

NOTE: Make arrangements to call back the following day to see what questions the secretary may have. As with any typewriter, the Marketing Representative has the ultimate responsibility for training.

PRACTICE YOUR PRODUCT OVERVIEW DEMONSTRATION

To meet the training objective for this section, practice with the outline and then, when you are ready, give your demonstration to your Branch Office Training Manager.

You have now completed your self-pace training for the Model 75. If you have any questions, review the material in this workbook or the video. Then contact your Branch Office Training Manager to complete the final test on the Model 75.

